MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

DBS5044 – PRINCIPLES OF MARKETING

(All sections / Groups)

23 OCTOBER 2019
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 7 pages with 2 sections.
2. Answer **ALL** questions.
3. For section A, shade your answers in the OMR sheet provided.
4. For section B, write your answers in the answer booklet provided.

SECTION A – 30 Multiple Choice Questions. (Total: 30 Marks)

***Instruction**: Answer **ALL** questions from this section and shade your answers on the OMR sheet provided.*

1. _____ divides the market into segment based on age, life-cycle stage, gender, income, occupation and generation.
   A. Behavioral segmentation
   B. Demographic segmentation
   C. Psychographic segmentation
   D. Geographical segmentation

2. When company involves forming segments of consumers who have similar needs and buying behaviors even though they are located in different countries, they are actually involved in _____.
   A. situational factors
   B. purchasing approaches
   C. cultural segmentation
   D. intermarket segmentation

3. All of the following below are the requirements for effective segmentation **EXCEPT** _____.
   A. actionable
   B. substantial
   C. negotiation
   D. differentiable

4. _____ is the way the product is defines by consumers on important attributes.
   A. Product position
   B. Local marketing
   C. Individual marketing
   D. Product qualification

5. Concentrated marketing is also known as a (n) _____ strategy.
   A. niche marketing
   B. mass marketing
   C. segmented marketing
   D. one-to-one marketing

6. Which of the following is **TRUE** about product acquisition?
   A. A systematical search for new product idea.
   B. Identifying good ideas and drop poor ideas.
   C. Buying a whole company, patent, or license to produce someone else's product.
   D. An idea for a possible product that the company can see itself offering to the market.

Continued...

7. Company will use their _____ to refer their own research and development.
   A. internal sources
   B. external sources
   C. history data collection
   D. old product development

8. _____ is a review of the sales, costs, and profit projections for a new product to find out whether these factors satisfy the company's objectives.
   A. Test marketing
   B. Business analysis
   C. Concept testing
   D. Idea screening process

9. Which statement below is related with growth stages under product life-cycle strategies?
   A. Slow sales and nonexistent profits.
   B. Sales fall off and profits drop.
   C. Rapid market acceptance and increasing profits.
   D. Slow sales growth and profits level off or decline.

10. _____ involves introducing a new product into the market by deciding when to launch and where to launch.
    A. survey
    B. advertising
    C. commercialisation
    D. marketing research

11. _____ involves selling a product or service at two or more prices, where the difference in prices is not based on different cost.
    A. Discount pricing
    B. Allowance pricing
    C. Segmented pricing
    D. Dynamic pricing

12. When a company do special-event pricing, give cash rebates and offer low-interest financing, they are actually applying _____ to the customers.
    A. time-based pricing
    B. promotional pricing
    C. basing-point pricing
    D. psychological pricing

Continued...

13. All of the following below are about the geographical pricing **EXCEPT** _____.
    A. zone pricing
    B. product-form pricing
    C. freight-absorption pricing
    D. uniform-delivered pricing

14. Price cuts occur due to _____.
    A. cost inflation
    B. excess capacity
    C. lack of supply
    D. increased demand

15. Firms that supply companies with the raw materials, components, parts, information, finances and expertise needed to create products or services are known as _____.
    A. retailers
    B. upstream partners
    C. downstream partners
    D. distributions channels

16. A view of the company, suppliers, distributor and customers who partner with each other to improve the performance of the entire system is called _____.
    A. demand and supply
    B. marketing channels
    C. value delivery network
    D. supply chain management

17. _____ involves planning, implementing, and controlling the physical flow of goods, services, and related information form points of origin to points of consumption to meet consumer requirements at a profit.
    A. Marketing logistic
    B. Exclusive dealing
    C. Exclusive distribution
    D. International distribution

18. Which of the following is **NOT** a channel management decision?
    A. Selecting channel members.
    B. Consulting channel members.
    C. Motivating channel members.
    D. Evaluating channel members.

Continued...

19. The basic of marketing channel consists of the producer and the _____.
    A. consumer
    B. competitors
    C. processor
    D. sales agent

20. All of the following below are the major function of logistic **EXCEPT** _____.
    A. purchasing
    B. warehousing
    C. transportation
    D. inventory management

21. Advertising strategy is a good way to _____ advertising messages.
    A. create
    B. define
    C. engage
    D. educate

22. _____ involves publicising specific products.
    A. Lobbying
    B. Public affairs
    C. Press relations
    D. Product publicity

23. When company gets their net return on advertising investment, it is known as _____.
    A. return on promotion
    B. return on investment
    C. return on marketing investment
    D. return on advertising investment

24. Which of the following is a major element of developing an advertising strategy?
    A. Setting the advertising budget.
    B. Setting advertising objectives.
    C. Selecting advertising media.
    D. Evaluating advertising campaign.

25. _____ is an effective link between the company and its customers to produce customer value and company profit.
    A. Accountant
    B. Salesperson
    C. Supervisor
    D. Production manager

Continued...

26. Which of the following helps companies in setting sales force size?
    A. Goal of training.
    B. Workload approach.
    C. Inside sales force.
    D. Outside sales force.

27. All of the following below is the objectives of personal selling **EXCEPT** _____.
    A. personal visit
    B. gather information
    C. qualify the prospect
    D. make an immediate sale

28. The first step in initiating competitive marketing strategies is to _____.
    A. conduct competitors analysis
    B. assess long-term organisational objectives
    C. balance customer and competitors orientations
    D. design broad competitive marketing strategies

29. Company can identify their competitors from both _____ points of view.
    A. location and product
    B. industry and market
    C. product and strategy
    D. product and customer

30. The close competitor for Samsung Malaysia would be _____.
    A. Canon
    B. Huawei
    C. Perodua
    D. Louis Vuitton

Continued...

SECTION B – 5 Structured Questions. (Total: 70 Marks)
***Instruction**: Answer ALL questions. Answer should be written on the answer booklet provided.*

QUESTION 1

(a) Define market segmentation. (2 marks)

(b) List any **THREE (3)** segmentations for international market. (3 marks)

(c) What is target market? (2 marks)

(d) List and explain the **FOUR (4)** market targeting strategies. (8 marks)

(Total: 15 marks)

QUESTION 2

(a) Define new product development. (2 marks)

(b) Give **TWO (2)** examples of successful product development achieved by any company. (2 marks)

(c) Provide the **EIGHT (8)** steps of new product development process. (8 marks)

(Total: 12 marks)

QUESTION 3

(a) Advertising objective is a specific communication task to be accomplished with a specific target audience during a specific time. Explain any **TWO (2)** of advertising objectives. (4 marks)

(b) Provide the **FOUR (4)** steps of selecting media advertising. (4 marks)

(c) Many companies nowadays are using public relations as the main tools to promote their business. List **THREE (3)** impacts of public relations to the organisation. (3 marks)

(d) Give **FOUR (4)** types of public relations tools. (4 marks)

(Total: 15 marks)

Continued...

QUESTION 4

(a) Lily works in one of the marketing company in Kuala Lumpur. She needs to promote a new product to the customers by using the right promotional techniques. Suggest **THREE (3)** examples of how Lily can promote the new product. (3 marks)

(b) Identify **THREE (3)** roles of salesperson. (3 marks)

(c) List the **SIX (6)** steps in sales force management. (6 marks)

(Total: 12 marks)

QUESTION 5

(a) Define the terms below:

i. Competitive advantages. (2 marks)
ii. Competitive analysis. (2 marks)

(b) Differentiate between competitor-centered company and customer-centered company. (4 marks)

(c) List and explain the **FOUR (4)** Michael Porter's basic competitive positioning strategies.

(8 marks)

(Total: 16 marks)

End of Paper.